

W F C A F

July 2017
The magazine for women.

**Peters combines
education, dogs
in her business**

**Betts' passion
is helping
children sleep**

**Mooney
continues to
grow Ames
therapy
practice**

S F E C E F

The magazine for women.

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For this issue we have interviewed women who own a business. What a thrill — to make your own dream come true. I have a dream of starting a business someday. It might be a small venture or something that involves big plans — I'm still thinking. Reading the stories for this month has given me more motivation to make my own dream a reality. The fire has been lit!

These women talk about how their businesses are exactly what they want to do in life. They talk about how they were in need of something and saw that others were also in need of that service, so they did the research and started a business. One woman became aware of the lack of recognition for women on the farm, so she is doing something about it. Another lady started her business when she was in her mid-fifties.

These women strive to show us what hard work looks like. They have taken the initiative. They are climbing the ladder on their own terms. I want to do that someday, I want to be like them.

As I review the page proofs for this month, I am reminded that I can do anything if I am willing to put forth the effort. I think we forget that. We get so busy with 'life' that we forget to live the life we want. Let the stories of these eight women be your fresh motivation to take the bull by the horns and create the life you want. Whether you want to start a business or you want to begin a different life venture, I encourage you to start creating the life you want to live; the life that makes you happy and helps fulfill your dreams.

Good luck!

On the cover: Stephanie Peters, the woman behind Plucky Paws, works to foster healthy relationships between dogs and their families, sometimes with the help of her own dogs, Butterscotch and Marmalade. *Photo courtesy of Stephanie Peters*

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Betts' passion is helping children sleep

Lauren Betts' fatigue led her to start her own business. She was a new mom, back to work full-time. And she was overwhelmed.

Her 4-month-old son Landry was regressing with his sleep habits.

"My brain was fried," Betts said. "I'd become forgetful. And I knew that if a lack of sleep was affecting me this way, it was affecting Landry too. He was so tired, he would fall asleep while he was nursing."

She started to look for answers, and when she read the book "Happy Sleep Habits, Healthy Child" by Dr. Marc Weissbluth, she started to find them.

"As I read the first two chapters, I suddenly felt like a failure," Betts said. "How did I not know all of this? How did I not see the signs? The blatantly obvious cues of an overtired infant? I made all of the classic rookie mistakes and I became sleep-deprived and desperate. Then I hired a sleep consultant."

That was the game changer for the Betts family.

"Finally, my son was sleeping and so was I," Betts said. "It helped to have someone in my corner, encouraging me, cheering my family on, and giving me guidance as I navigated our nights and naps."

Not only did Lauren Betts start having restful nights, she found a passion to lead other families through this process.

"I wanted to do this. I wanted to help, and guide and see success and rest on other families' faces," she said.

Through a 16-week course with the Family Sleep Institute, Betts



Lauren Betts is a certified pediatric sleep consultant and owner of Starry Night Sleep Consulting. *Contributed photo*

Starry Night Sleep Consulting
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Pediatric sleep consultant, Lauren Betts, poses by her son Landry's crib, holding the "love" toy that is part of his bedtime routine. Photo by Ronna Lawless/Gate-House Iowa

Recommended Amount of Sleep for Pediatric Populations

Based on age, the amount of sleep children need per 24 hours to promote optimal health, according to the American Academy of Pediatrics:

- Infants 4 months to 12 months – 12 to 16 hours (including naps)
- Children 1 to 2 years of age – 11 to 14 hours (including naps)
- Children 3 to 5 years of age – 10 to 13 hours (including naps)
- Children 6 to 12 years of age – 9 to 12 hours
- Teenagers 13 to 18 years of age – 8 to 10 hours

became a certified pediatric sleep consultant.

"The first step is to admit that you need help," she said. "We teach our children to walk, to talk, to eat. It's also important to teach them healthy sleep habits. It's huge to have someone to hold your hand through this process."

Betts starts by consulting with the family, in person or via Skype or phone, and learning about their personal situation and needs.

"Then we tailor a plan that is a good fit for them — a plan we both agree to," she said.

Packages range from a simple consultation and sleep plan up to a full two-week coaching program.

One of the keys to Betts' business is that she's just a phone call away when her clients need her.

"If they are having trouble at 11 o'clock at night, they can call me," she said. "Sometimes that's when people really need support. They're tired and frustrated, and I'm

here to help guide them."

The restorative nature of good sleep habits can have tangible effects on kids and adults alike. Naps in infants reduce cortisol levels. Pre-schoolers can see a boost in their memory. And adults who nap have enhanced problem-solving skills.

Landry, now 21 months old, loves the color blue. He loves trucks and buses and trains. He loves the family's two Wheaton terriers. And he loves his bedtime routine.

"We have dinner and then he gets a bath," Betts said. "We read a book — or two or three. And then we say, 'Let's go to bed!' and he marches down the hall with his 'love,' a stuffed toy he sleeps with."

That routine has changed the lives of Lauren and her husband Chris as well as their son Landry. And Betts continues her mission to change the lives of other families who struggle with sleep issues.

women in business

BY GRAYSON
SCHMIDT
GateHouse
Iowa

Hoglund turns passion into her dream job

Between earning a master's degree, running a business, and planning her wedding, Hannah Hoglund admits that she does not have an abundance of free time for hobbies. But she said she just feels lucky that her hobby has grown into her business.

Hoglund, 24, owns Hannah Hoglund Photography, LLC, and provides a variety of photo and video services including weddings, senior photos and families. She said she knew from a young age that one day her "9-to-5" job was going to something she loved, she just had no idea that it would happen so early.

"Ever since I can remember, I never wanted a normal job, like sit down and go to it every day," Hoglund said. "I always knew I was going to own my own business."

Hoglund started her business in 2015, and primarily focused on weddings and senior photos. Since then, Hoglund



Hannah Hoglund

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Photos by Hannah Hoglund/Hannah Hoglund Photography

— who is pursuing her master's degree in environmental science at Iowa State University — said she has been primarily focused on weddings in the central Iowa and Minnesota areas, which she said are her favorite events to take photos of.

The Minnesota native admits that the business side of her photography has been a bit of a challenge, but she said that it has all been part of the learning process for a first-time business owner.

"I'm good at the photography part, now I'm just learning the business part of it," Hoglund said.

According to Hoglund, she has been taking photos for as long as she can remember, but that she did not receive her first "nice" camera until she was in high school where she began taking friends' senior pictures.

Hoglund said that she became more serious about her photography once she started college at ISU where she began taking photography classes, though she was an environmental science major. She expanded upon that once she studied abroad in Italy and began honing her skills.

"I've always just been a passionate person and driven," Hoglund said. "I don't know if I did anything (specific to

my success) in college; it's just kind of my personality."

According to Hoglund, though she had always planned to own her own business someday, she admits there was not extensive planning in her decision to start Hannah Hoglund Photography. Hoglund said that all the pieces sort of fell into place, and since her fiancé's mother works as a patent lawyer, she was able to get her LLC made for free (apart from the filing.)

"It was kind of like a 'why not?' sort of thing," Hoglund said. "I wanted to have a second income ... and I knew I wanted to have a photography business, I just didn't know at what capacity."

Hoglund admits that the most difficult part about running a photography business (besides the taxes) is building a client based, which she said started by giving deals to friends. But with each session, Hoglund said that she has been able to hone her craft even further, and encourages people who are looking to start their own business, to take that chance and pursue their passions.

"If I failed, I lost \$155 (to file my LLC)," Hoglund said. "There's no point in waiting. I feel like a lot of people are like, 'oh it's not the right time,' and 'I'll do it later.' I'm of the opinion that now is the right time."

women in business



Stephanie Peters, the woman behind Plucky Paws, works to foster healthy relationships between dogs and their families, sometimes with the help of her own dogs, Butterscotch and Marmalade. *Photo courtesy of Stephanie Peters*

BY AUSTIN
CANNON
GateHouse
Iowa

Plucky Paws'

Stephanie Peters

combines two loves

Stephanie Peters' relatively new business can be characterized as a marriage of two of her favorite things: educating children and dogs.

Before moving to Ames in 2016, Peters, originally from Utah, had spent most of her adult life teaching, even earning a master's degree in theater education from Emerson College in Boston. Her arts background is evident: During an interview in late May, she hummed as she thought how to answer questions.

As she worked toward her master's degree, she became interested in different types of therapy — the art, music and animal types, for example. She also started to take her own dog to therapy sessions, and soon she discovered the world of humane education, which she described as

“teaching both kids and adults about the environment and people and animals and the connections.”

“I was like, well that’s what I’m doing on therapy dog visits,” she said. “I’m teaching kids about dogs and as an arts practitioner, I can use the arts to teach kids about dogs.”

“That was just too cool for me. The combination of performing arts and kids and dogs was such a perfect fit for me.”

Her Ames-based dog training and human education business, Plucky Paws, launched in January after about two years of preparation. She offers in-home training,

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“I’m teaching kids about dogs and as an arts practitioner, I can use the arts to teach kids about dogs ...

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teaching kids about their dogs — how to pet and interact with them, what the canine’s body language means and how to train the dog responsibly.

Peters also helps modify dog behavior, coming in to help when Rex keeps jumping up on guests or steals his family’s food off the table. She uses a clicker and treat method, so when the dog hears the “click” it gets a snack and knows it did something right.

For the most part, Peters gets called in when families begin having issues with their dogs. A lot of people don’t know there are services like hers that can address both sides of the dog-owner relationship. And with dogs everywhere in popular culture, some families and children are under the false assumption that they know all there is to know about their pets.

“We think we know them. But how well do we really know the dog that’s sitting right next to us on the couch?” Peters asked.

To help remedy that unfamiliarity, she’s working on offering classes and workshops for children, teaching elementary- and preschool-aged children how to interact with their dogs. Peters also employs her own dogs, poodle mixes Marmalade and Butterscotch, to help teach her young clients.

“I haven’t taken my content into very many spaces yet, my educational content, so I’m really excited to launch that and get that going and start to see an impact in the community with our kiddos,” she said.

She also offers a pet consultation service, in which she helps clients



Stephanie Peters, the woman behind Plucky Paws, works to foster healthy relationships between dogs and their families, sometimes with the help of her own dogs, Butterscotch and Marmalade. *Photo courtesy of Stephanie Peters*

decide if they are able to care for a dog.

Peters launched Plucky Paws in January, the slow time for dog trainers, but she kept herself busy by working on her curricula, going to therapy dog sessions, setting up

marketing campaigns and working toward her dog trainer certifications.

“(There’s) so much I want to do that I need to pace myself,” she said.

To learn more about Plucky Paws and its services, visit pluckypaws.com.

BY KAREN
SCHWALLER
Contributing
Writer



Photo by Karen Schwaller

Ladies of the Farm

How well I remember it from my growing-up years. A well-meaning neighbor or other visitor might call or stop by our farm to see Dad, but was greeted first by Mom, who was, without even knowing it, the official face of the farm when people stopped by.

Often times that person would ask my mother, “Is the boss around?”

My mother must have secretly cringed. But then, maybe not. It was a different day. But I suspect that if someone were to ask that question today to your average woman of the farm, that person might get to whistle through a brand new pair of front teeth.

From the days of Carolyn Ingalls on “Little House on the Prairie” to today, women have clearly played many roles on the farm. Those roles are all important, even if the woman of the farm begets far fewer accolades for her contributions than her male farmer counterpart.

I just read something that talked about how farms are generally assumed to belong to a man — such as, “This is John Doe’s farm,” rather than, “This is John and Mary Doe’s farm.” Or, “This is John Doe — he farms north of Farmville — and this is his wife, Mary,” rather than, “This is John and Mary Doe — they farm north of Farmville.” See the difference?

Everyone contributes to the success of the farm — even if part of that success is that the people who go out and do that greasy, dirty, smelly work have clean clothes to wear every day and something to eat. It all works together to create success.

But today’s woman of the farm is often so much more than the role in which she is stereotyped. More women today are working and running farms than ever before. They are out helping in the livestock yards, running tractors, combines and trucks in the fields, overseeing livestock units, doing the daily livestock chores and getting involved in the overall operation of the farm. Sometimes it’s out of necessity — after children leave home and the work force is smaller; sometimes they just plain want to do it ... and sometimes they have to do it.

A woman I know took over the farm after her husband died. I have tremendous respect for her and other women who have done that. I attended an “Annie’s Project” course with her, and found her to be a courageous woman who actively sought out answers to her questions.

Some wise person once said, “... educated people don’t have all the answers, but they know where to get



Photo by Karen Schwaller

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them.” That was very true of this woman, and of other women who have found themselves new to running a farm. They have to take a deep breath, walk into the elevator (or wherever) and ask questions for which they need answers, putting aside their fears about what her male counterparts will think of her. Believe me, she feels self-conscious as it is.

Long gone are the days of, “A woman’s place is in the home.” While it’s wonderful if that’s what she wants, today’s agriculturalists are made up more and more of women — including agronomists, tractor operators and mechanics, veterinarians, researchers, geneticists, farm managers, field representatives, ag sales and business people, ag education teachers/FFA advisors, extension specialists, sale barn workers, bookkeepers, and yes — actual farmers.

And she performs her chosen vocation while managing a home, family, farm finances, the mowing, food preservation, baling, parts running, making birthdays and holidays happen every year, and holding the family together with the bonds that only she can provide.

The job is demanding on all fronts — physically, mentally, emotionally, intellectually — and sometimes, even spiritually. But today’s women of the farm are meeting the challenge.

And they’re less likely to fold when a well-meaning person asks, “Is the boss around?”

Most people I know enjoy their front teeth too much to ask something like that today.



Iowa woman is changing the way women in agriculture are viewed

BY MARLYS
BARKER
GateHouse
Iowa

An Iowa woman is changing the way America views women in agriculture.

Through her camera lens, Marji Guyler-Alaniz of Urbandale is sharing the images and stories of the women who work our country's farms. In a video clip about Marji and her show, which airs on RFD-TV, she shares how exciting it is that women no longer have to grow up to marry a farmer — women can be farmers. And with her camera, Marji is taking hundreds of photos to showcase the important impact of women on agriculture.

Marji is the Iowan behind FarmHer, a company that started from the inspiration she received after viewing a Super Bowl commercial several years ago.

She had been working in agriculture in the insurance industry, and had risen to a position in administration and risk management. But she was seeking something more.

"In 2013, I had come to a point in my career where it was time to make a change," she said. "I wanted to spend more time with my kids, who were 1 and 3 then, and take some time to figure out where I would go next with my career..."

The weekend after making a decision to leave the insurance industry, she happened to watch a commercial during the Super Bowl that spoke to her. It was about Ram trucks and was filled with images of farmers and ranchers, set to a speech by Paul Harvey, called "God Made a Farmer." Having a background in photography, one of her majors as an undergraduate in college, she appreciated the beautiful images shown in the commercial.

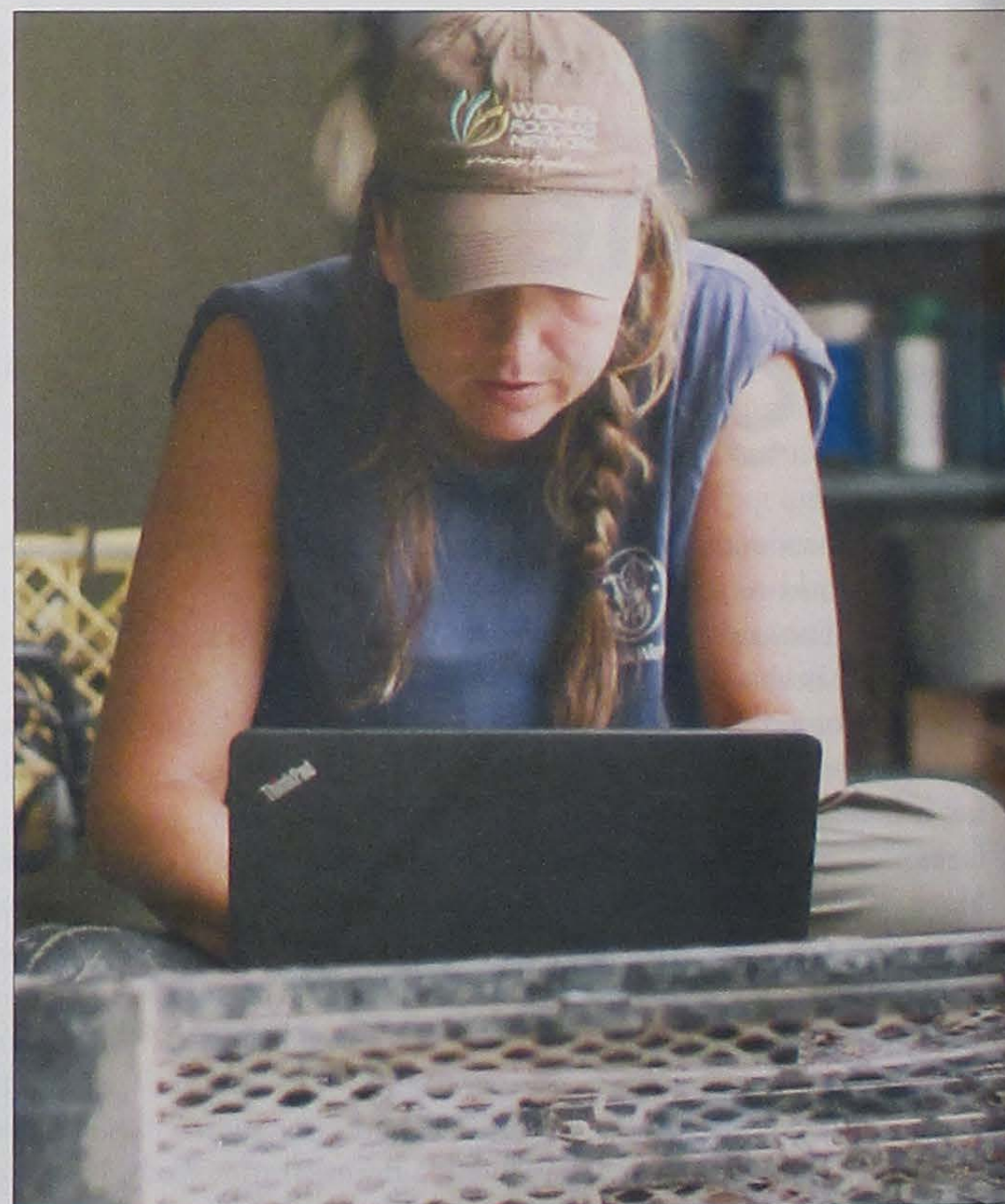
Weeks later, she read an article that pointed out the

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women in business



Photo courtesy of Marji Guyler-Alaniz



Photos by Marji Guyler-Alaniz/FarmHer, Inc.

I'm a firm believer that if we don't do everything we can to connect the next generation to new and different ways to be a part of agriculture, then we will lose them ... I think FarmHer has the ability to keep people connected to their food. It has the ability to keep people connected to agriculture, and it has the ability to help a community stay connected to its roots, but in a modern, fresh and fun way.

FARMHER continued from page 13

commercial lacked images of women.

"This hit me hard," she said. "I had worked for over a decade in agriculture and not once did I stop to think about the very important daily roles that women play on farms and ranches."

Marji said she had grown up near her grandparents farm and had been active in 4-H. She knew how much women mean to the farming operations.

And she woke up at 2 a.m. one morning with an idea that hit her "like a ton of bricks." She woke her husband and told him about her idea to start photographing women of agriculture and include them in the image of a farmer. "He told me to run after (that goal)," she said.

In the spring of 2013, she started her photography project called FarmHer, by photographing women right here in Central Iowa. That project, which had an instant reception, she said, from women in agriculture and others, has led to so much for Marji.

FarmHer has grown into a place,

online, where women in ag can watch, connect, talk, network, share, learn and be part of a community built just for them. The business side of FarmHer includes a line of merchandise, an online social network, events to connect young women to future roles in agriculture, outreach and most recently a weekly television show, airing on national cable network, RFD-TV. The show airs weekly to an audience of 50 million homes nationwide, she said.

Through all of it, Marji said, "I get the pleasure of traveling the country to photograph and showcase women from all types of agriculture and all types of farms."

She adds, "I'm a firm believer that if we don't do everything we can to connect the next generation to new and different ways to be a part of agriculture, then we will lose them ... I think FarmHer has the ability to keep people connected to their food. It has the ability to keep people connected to agriculture, and it has the ability to help a community stay connected to its roots, but in a modern, fresh and fun way."

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Kori Heuss poses in her office by a large wooden sign that is more than 100 years old from the early days of the business. Photo by Ronna Lawless/GateHouse Iowa

BY RONNA
LAWLESS
Contributing
Writer

Kori Heuss expands the reach of Heuss Printing

Simultaneously detail-oriented and a free spirit, Kori Heuss is a business owner who has vision and leadership skills. And ultimately, she believes that everyone can choose their own adventure.

Kori Heuss started the adventure of working full-time with her father Don at Heuss Printing 13 years ago, and 10 years ago, she bought the business from him.

Educated in marketing and communication, Kori admits she had a narrow view of the business in her youth. She'd spent time making copies and collating orders, and she just didn't have a feel for the diversity of product and services that were available.

But her vision grew, and now the company she leads is growing as a result.

In May, Heuss officially announced the addition of a new division to the company with the purchase of Pioneer Communications. Renamed Pioneer Publishing, the company is a subsidiary of Heuss Printing, and its flagship products are The Iowa, Iowa Golf Digest and Treasures magazine.

"The Iowan magazine is something I just love," she said. "There's so much that's special about our state."

Treasures magazine has an editorial focus on mid-century modern objects. And Iowa Golf Digest features content from the PGA as well as some local content.

"Iowa has more golf courses per capita than any other state," Heuss said.



The magazines add to a dynamic list of products and services offered by Heuss Printing, a list that includes designing, copying, printing, mailing, promoting and shipping. Heuss is proud to build on the foundation her father built.

"I decided to join my dad in the business for a couple reasons," Heuss said. "One was that it was an opportunity to work with a parent, which is a priceless thing. And the second was that it was an excellent business opportunity to run a business that was already extremely competitive."

Don Heuss bought the business in 1972 at the age of 25. "My dad was a press operator at the Ames Tribune," Kori Heuss said. "When he told Hollis Nordyke about the opportunity to buy this business, Hollis encouraged him to go and flourish. He had the experience to do it — he had the ink in his blood."

Heuss said one of her business strategies is to hire great people. Currently Heuss Printing has 22 year-round employees.

"I believe in picking employees who are smarter than I am," she said.

She knows how important it is to have the right person in the right position. When she interviewed a potential employee for

a role in customer service, she could see their value but didn't think the role was a good match. A few months later, when a sales position was open, she called that applicant for the role that would better suit them.

Heuss has worked on expanding the products and services her company offers. Her strategy is to use those products and services to help her customers grow their own organizations.

"I think Hellen Keller said it best. 'Alone we can do so little; together we can do so much,'" Heuss said.

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At-Home Care Company, LLC.

Extending Independence



At Home Care Company owner Joan Ingwersen. Photo by Dan Mika/GateHouse Iowa

Joan Ingwersen on starting a business in her fifties

BY DAN MIKA
GateHouse
Iowa

Joan Ingwersen's road to becoming a businesswoman started later than most.

"I didn't get into business until I was in my mid-fifties," she said.

Ingwersen, currently in her mid sixties, began At-Home Care Company 12 years ago with one employee. Now, she has a staff of about 80 and is looking to continue providing care to Ames' elderly in their homes for the foreseeable future.

Ingwersen's interests began in working with people on the opposite of the age spectrum, as she planned on being a music teacher after graduating from the University of Northern Iowa. She met her husband there and moved to Ames for the first time in 1989 and left in 2001.

She moved around with her husband, a salesman, across the Midwest and took various sales and customer service jobs as she worked to get teaching licenses in the states they would settle in.

Eventually, Ingwersen and her husband settled in Birmingham, Ala. Her mother, then 89 years old, moved in with them as Ingwersen's relatives left Iowa.

"When she moved in with us, that's when I realized things were slipping," she said.

After hiring a company to care for her mother, Ingwersen eventually joined that company as a human resources manager, which served as her introduction to at-home care.

The Ingwersens moved back to Ames five years later, and she immediately recognized an underserved market for home care in the area.

"I knew there was a huge population of people that didn't have this kind of service," she said.

She began her business in a small office with nothing but a laptop, a folding table and a first employee Ingwersen said she was lucky to have. The first few years of business were lean, as she often had to eschew paying herself to make sure her employees got paid. That's one of the pieces of advice she gives other aspiring businesswomen before they set off on their own entrepreneurial venture: be ready to not make money for yourself for some time.

"Be prepared to be awake for many hours at night worrying about your business and worrying about your people," she said.

She also suggested working on listening to the feelings one gets when they meet a prospective employee or business partner.

"People talk about the hair on the back of your neck saying this is a good fit or if you want to steer clear about this person," she said. "I trusted my instincts a lot and you don't get that if you're younger."

Today, At-Home Care Company has 80 employees and 200 clients between its two locations in Ames and Ankeny.

Ingwersen said she doesn't have a specific date of when she plans to retire, but ultimately wants to leave her company and employees "in good hands." But until then, she'll continue running a company that grants hundreds of local elderly residents continuing independence.

"There's four kinds of people in the world: those who have been caregivers, those who need caregivers, those who will be caregivers and those who are caregivers," she said. "Everybody knows someone who (needs care), and it's just in my nature to help others."



Dr. Amy Mooney sits in her office at Ames Therapy and Consulting Services, PC surrounded by artwork that includes pictures drawn by her children when they were young. *Photo by Austin Harrington/GateHouse Iowa*

Mooney continues to grow Ames therapy practice

BY AUSTIN
HARRINGTON
GateHouse
Iowa

As a university professor, psychologist and mother, Amy Mooney has been able to find a way to mix every aspect of her life with great success. Mooney currently works as the Clinical Director of Ames Therapy and Consulting Services, PC, a practice that she opened back in 2011.

Mooney has lived in Ames for 18 years, but she's originally from the Kansas City area. After leaving the Midwest to attend college in Fla., where she met her husband who was in the Navy at the time, Mooney and her family moved to Iowa because they wanted to raise their two sons in the Midwest.

"The boys were small when we started them in school here," Mooney said.

During that time, Mooney was not able to practice psychology because she wanted to stay home with her children. So she found other ways to fulfill her professional goals.

"I'm an associate professor with Liberty University," Mooney said. "I've been working with them since 2008."

According to Mooney, working with the university gave her time to focus on her children as they were growing up, which became her main focus as of 2007 when she decided to leave her previous practice.

However, once the boys were old enough, Mooney was free to open the practice she had been dreaming of.

"I went out of private practice and came back into it in 2011, once the boys got old enough," Mooney said.

During that time, Mooney said she missed working with her clients.

"It was nice to have a job and work from home and raise the kids, but definitely. I did a lot more charity work and things like that, got involved with the schools and fundraising and that type of stuff just to keep a little bit busier," Mooney said.

In 2011, Mooney decided to return to private practice and opened Ames Therapy and Consulting Services.

"I have to say in Ames there's a lot of really good clinicians," Mooney said. "I think what sets us apart is we're more comprehensive."

Within the office, Mooney has brought counselors, psychiatrists and even a neuropsychologist all under one roof. Each with their own specialty.

"I work more with mental health injury. Trauma, PTSD, depression, anxiety, so I do a lot of evaluations," Mooney said.

Mooney said the level of need is different for each client but it ranges from helping them get through a difficult time to helping them function on a day to day basis in professional and personal situations. That could include

cancer patients, people hurt on the job or any number of situations where a person needs the assistance of a professional.

"I love working with individual therapy, seeing the clients. I work a lot with clients, trying to get them back to work if they've been exposed to a trauma," Mooney said.

Last year, Mooney received some news that put her life as well as her practice in jeopardy.

"I was diagnosed with breast cancer," Mooney said. "I was out for about seven months."

While going through the treatment process, Mooney, who has worked with cancer patients in the past, said that she used the situation to see her profession from a different side.

"It gave me more of a perspective with chronic pain, dealing with chronic illness," Mooney said. "But I was on the other side of it this time."

Since then, Mooney said that her family grew closer because of the experience, but it has also altered the way she looks at the future of her practice.

"Really shifted where I was going in regard to work. I wasn't planning on growing at all, I was pretty small," Mooney said.

But because she was restricted in the amount of work she could do while battling her illness, Mooney added more services to compensate for her absence. That has since helped diversify the services that her practice has been able to offer.

"It just kind of did it on its own," Mooney said.

Since that growth has occurred, Mooney said her job has become much more demanding.

"Some days I wonder why I'm doing this," Mooney said.

But she said those days are quickly forgotten when she is able to work directly with a client who needs her help.

"I really enjoy seeing that progress," Mooney said.

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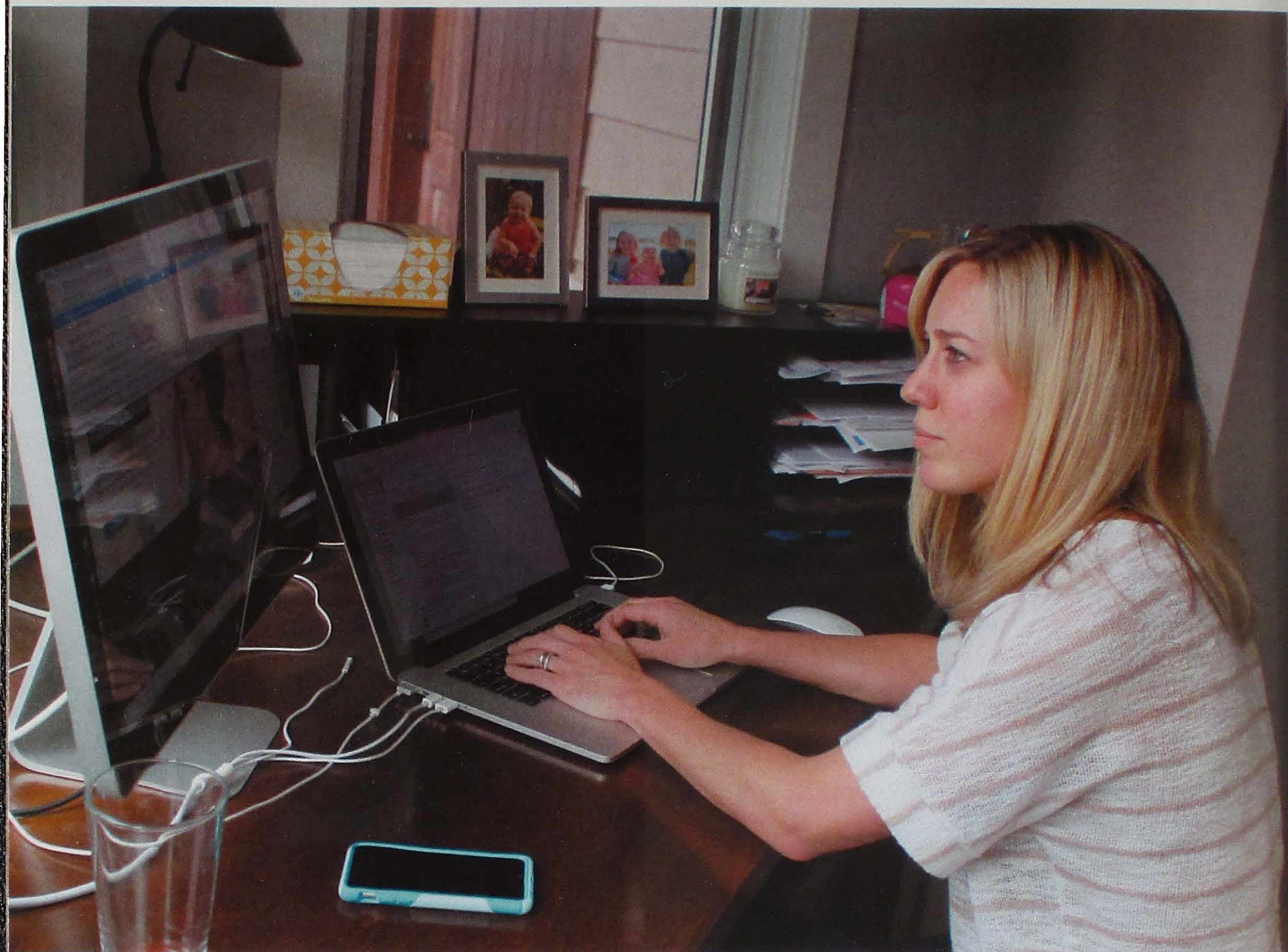


Photo by Austin Cannon/GateHouse Iowa

BY AUSTIN
CANNON
GateHouse
Iowa

Molly Doolittle is here to design your website

Several years ago, Molly Doolittle was working as a web consultant for the Principal Financial Group in Des Moines. It wasn't too exciting.

"I'm just making people try to save money on their 401(k) all day," she said back in May, not at all missing her old job.

These days, she has much more variety in her life as the owner and chief web designer at Blue Rock Designs, working with her sister to provide web design and graphic design services to small businesses in and around Iowa.

If you've used the web to search for a business around Ames, there's a decent chance you've seen their work. Over the past few years, Blue Rock has designed sites for Harold Pike Construction, Treats on a Leash, Fifth Street Dental and the Ames Historical Society. Doolittle has even designed a website featuring boudoir photography. It's never the same thing twice, which is the best part of the job.

The historical society's site was a bear. Doolittle had to take 7,000 separate pages of static HTML coding and put

it all into one content management system. It took about a year.

"That was a huge undertaking," she said.

Blue Rock is also the exclusive web design team for Zao525, an Ames advertising agency, so Doolittle designs all the sites for Zao525's clients.

She and a former coworker at Principal started Blue Rock, but the coworker has since moved on. Web design was something she picked up at college when she got a job working on the University of Northern Iowa's website. She was studying marketing, but her high school art teacher, whose brother-in-law ran the UNI websites, helped her get the gig.

Living in Ames after leaving Principal, Doolittle did some website work for Iowa State University's Extension and Outreach department before leaving to focus on Blue Rock and her three kids — ages 2, 4 and 6.

"I'm part-time stay-at-home mom, part-time web designer," she said. "Just trying to balance it all."

Doolittle works two full days a week and then whenever she has the time, like when the kids are at school or daycare or have gone to bed.

"There's time where I am working as soon as the kids go to bed 'til 11 o'clock at night and then all the next day," she said.

She can be busy one week before having an easy few days — "it ebbs and flows." The good news is that working from her home office gives her flexibility. She can speak with clients by phone or meet them in a coffee shop.

Blue Rock is tailored to small businesses. Doolittle uses WordPress software to design the sites, which, paired with some training, makes it easy for the clients to take over the sites once Doolittle has finished her work.

Sometimes, designing a website in house is too difficult for someone unfamiliar with how.

"I've been in there so many times, I know where to go, and so people are just like, 'I'll just pay you,'" she said.

Doolittle used to just do web design, but with her graphic designer older sister joining the team, Blue Rock has been able to expand to designing print logos and brochures, too. And with a wide selection of clients, variety is never in short supply.

"It's always changing; you never know."

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Contributed photo



BY AMY CLARK
Contributing Writer

Pack a Healthy Lunch

One challenge we face today is making healthy choices for our meals, and lunch is definitely included in that. As busy individuals, we are faced with challenges to make good choices with shortened lunch times and fewer opportunities to eat at home during lunch breaks.

Quick and easy meals do not have to come from a drive-through window; packing a healthy lunch can be as easy as 1 – 2 – 3! What makes up a healthy lunch? You want to make sure it has balance and variety. Using the MyPlate way can make balancing your lunch easy. This method encourages food variety by visualizing your plate. Simply fill your plate half full with fruits and vegetables, one-quarter lean protein and one-quarter grain. This idea will naturally provide your body with carbohydrate and protein to keep those energy levels elevated, which is important to help you get through the afternoon.

Sandwiches or wraps are an easy way to start a well-balanced meal. Try using more whole-grain options, such as whole-wheat tortillas, sandwich thins or whole grain bread. Add lean protein like canned tuna or salmon, eggs or lean meats. If you are looking for a delicious way to prepare tuna or egg salad, try mixing them with mashed avocado instead of mayonnaise to increase that heart-healthy monounsaturated fat. Top your sandwich or wrap with different vegetables like sliced cucumber, broccoli slaw, bell peppers and mixed greens. Pair your sandwich or wrap with fruit and yogurt.

If sandwiches are not your favorite lunch time option, simply make a little bit extra for dinner the night before. If you had grilled chicken, you can easily make it into a chicken salad sandwich by adding plain Greek yogurt, sliced grapes and celery. Round out the meal with sliced peppers and hummus. Or, add the leftover chicken to a bed of mixed

greens, topping it with slivered almonds, berries and a raspberry vinaigrette. Round this out with whole grain crackers and Greek yogurt. And, who doesn't like to have a taco night each week?

The next time you make tacos, plan to make a little extra taco meat to save for a taco salad the next day. Skip the dressing by using your favorite salsa and light sour cream or plain Greek yogurt. Add a crunch with bean chips, such as Beanitos, which is a chip product line that provides a good source of fiber.

Another tip to keep the food boredom at bay is by making a variety of jar salads. They are quick and easy to make and can be made ahead of time and stored in the refrigerator. When building your jar salad, start with your favorite dressing on the bottom of a jar or container. This keeps delicate greens from getting soggy. The next salad layer may include a protein, like chicken or nuts, or more hardy vegetables or fruit such as celery, apples or pears. The third layer may include cheese, dried cherries or seeds. The fourth layer could include fruit such as berries, mandarin oranges or grapes. The final layer is salad greens.

Make your work week a little easier by trying this Southwestern Chicken Taco Salad with Baby Kale.

SOUTHWEST CHICKEN TACO SALAD WITH BABY KALE

Serves 4.

All you need:

1 (12 oz) bag mixed greens

2 oz baby kale

1/2 cup Hy-Vee shredded sharp cheddar cheese

2 Roma tomatoes, chopped

1 (15 oz) can Hy-Vee no-salt-added black beans, drained and rinsed

2 cups shredded rotisserie chicken breast

1/2 cup salsa ranch dressing, such as Bolthouse Farms salsa ranch yogurt dressing

Crushed taco or tortilla chips, optional

All you do:

Combine salad and kale, cheese, tomatoes, black beans, chicken and dressing in a large bowl. Toss gently to combine.

Serve immediately or refrigerate until ready to serve. Garnish with crushed taco or tortilla chips, if desired.

Nutrient-boosting tip: baby kale is tender with a pleasant taste and gives any salad a nutritious boost with extra vitamins, minerals, fiber and antioxidants.

Nutrition Facts per serving: 380 calories, 13g fat, 4.5g saturated fat, 0g trans fat, 60mg cholesterol, 530mg sodium, 37g carbohydrate, 12g fiber, 7g sugar, 31g protein.

Daily values: 130% vitamin A, 50% vitamin C, 25% calcium, 20% iron.

Source: adapted from www.hy-vee.com.

Information not intended to be medical advice. Please contact a licensed healthcare provider for individual advice.

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savor



Use a serrated knife to cut the angel food cake roll, and eat it immediately as the cake will dry out. *Photo by Gretchen McKay/Pittsburgh Post-Gazette/TNS*

BY
GRETCHEN
MCKAY
Pittsburgh
Post-Gazette

Roll out angel food cake with summer berries

Summer time, and the living is easy. Grills and picnic tables become the preferred method for cooking and entertaining, and it's a time to relax when it comes to eating. Who can feel uptight when dining al fresco, with birds serenading and the aroma of fresh-cut grass and char-broiled burgers perfuming the air?

That said, just because you want to be as far away as possible from a hot oven, it doesn't mean you should totally slack off when it comes to dessert. Especially if you hope to impress guests or want to create a beautiful dish that sings of the season.

Our suggestion is an angel food cake roll, slathered with creamy vanilla icing and topped with juicy summer berries.

The ultimate sponge cake, angel food cake is the perfect summer dessert because it's so airy and refreshing. (There's no fat at all.) If you use a box mix as your base for the roll, it's also incredibly simple to put together — no fretting about over-beating the egg whites or having too heavy a hand with the flour, or trying to figure out what to do with all those leftover yolks. Plus, it calls for just 15 minutes of baking time, so you won't even heat up the kitchen.

If you've never done a jelly roll-style cake, this might seem like a sure-fire recipe for disaster. I know I was a bit nervous about trying my hand at it. But the cake actually ended up being really easy, if somewhat messy (I sent powdered sugar flying everywhere when I flipped the cake out of the pan.) The only real challenge was finding a clean dish towel.

Some notes of caution: Resist the urge to grease the pan before adding the batter (the cake won't rise properly if you do) and don't panic if the cake feels sticky when you start to pull off the parchment — it will easily peel away. Also, be sure to flip the hot cake (with oven mitts) onto the dish towel in one fell swoop. It won't break in half, I promise.

Be generous when dusting the dish towel with powdered sugar. It will prevent the cake from sticking to the cloth.

You'll be amazed at how easily the cake rolls up inside the towel, but you have to work fast, while the cake is still warm and pliable (cake stiffens as it cools). Don't be afraid to roll it as tight as you can, as that will result in more spirals of filling.

The cake unrolls just as effortlessly after it's cooled. It will have a slight curve, so it neatly rolls back up once it's been filled.

I used a red, white and blue combo of strawberries, blueberries and raspberries, but any combination would work. For a more decadent dessert, you could add 3

tablespoons of cocoa to the batter and some grated semi-sweet or milk chocolate to the icing for a chocolate roll.

Or go even lighter, and simply dust the cake roll with powdered sugar instead of icing it, and serve the remaining fruit on the side.

However you make it, one thing is guaranteed: You will have guests oohing and aahing, and the cake will quickly disappear.

ANGEL FOOD CAKE ROLL WITH SUMMER BERRIES

This version of an angel food cake is light, fruity and creamy.

Boxed angel food cake mix, plus ingredients to prepare
1/4 cup plus 3/4 cup powdered sugar, divided
8 ounces light cream cheese, room temperature
1 teaspoon vanilla
1 1/2 cups heavy cream
1 1/2 cups diced fresh strawberries, divided
1 1/2 cups fresh blueberries, divided
1 1/2 cups fresh raspberries, divided

Preheat oven to 350 degrees. Line the bottom of a 10 1/2-by-15 1/2-inch jelly roll pan with parchment paper (make sure that it lays flat on the bottom). Do not grease the pan.

Prepare angel food cake mix according to package directions.

Pour cake batter into prepared pan. Place in oven and bake for about 15 to 20 minutes, until the top is golden and springs back when lightly touched.

Loosen cake from the edges of the pan.

Spread out a clean kitchen towel and sprinkle evenly with 1/4 cup powdered sugar. Flip warm cake out onto the towel and carefully remove parchment paper while cake is still warm.

Immediately roll up cake, in the towel, starting at the short end. Place seam-side down on cooling rack and let cool completely at room temperature, 1 to 2 hours.

In a large bowl, beat cream cheese with an electric mixer until smooth. Add 3/4 cup powdered sugar, vanilla and heavy cream. Beat on low until combined, then on high for 3 to 4 minutes until fluffy and stiff peaks form. Unroll cooled cake and spread with half of the filling.

Top iced cake with half of strawberries, blueberries and raspberries.

Carefully roll cake back up and place on a serving plate.

Spread top and sides with remaining icing and top with remaining berries. Serve immediately (leftovers are best eaten within 24 hours).

— Adapted from www.tasteofhome.com

Want to go vegan? One author's advice: Do it gradually.

If you like reading cookbooks for more than the recipes, you need to read Ann Hodgman, one of the few cookbook writers whose introductions (we call them headnotes) and even recipe names regularly make me chuckle, if not guffaw. Her latest book, "Vegan Food for the Rest of Us: Recipes Even You Will Love," (Rux Martin/Houghton Mifflin Harcourt, 2017) is no exception, except now, as you can tell by that title, Hodgman, 60, is bringing her matter-of-fact sense of humor to the topic of vegan cooking, something she has been trying to master since becoming vegetarian in 2009.

Take the introduction to a recipe she calls Cauliflower Steaks (but Let's Not Go Nuts Here): "You can cut a cauliflower into thick slices and call them steaks, but they are not steak and will never be steak, no matter how brown and caramelized they get. So why not call them slices? Well, because 'steak' is a sexier word."

I talked with Hodgman about her experiments in vegan cooking. Edited excerpts follow:

Q: There are vegetable-forward cookbooks, but this isn't that. In fact, you include a funny quote from Peg Bracken about the lack of appeal of vegetables.

A: I love vegetables. But when people say all "I need is fresh vegetables" on that desert island, how can they mean it? If you imagine the taste of cabbage, which I like very much, compared to, say, candy, how can it compete?

There's one thing vegan food doesn't naturally have enough of, and it's fat. If you depend only on vegetables, you have to have a source of a kind of vegetable enricher, or it

won't taste as good. Vegetables just don't have as much sugar or fat as other foods. Unfortunately, vegetable fats melt more easily, so you have to figure out ways to not turn your cake into a pool of oil.

Q: This book is a journey of experimentation. Why did you approach it that way?

A: I went into the assignment thinking I had to learn to make tofu taste good,

to make nondairy cheese taste good. I was dehydrating things, I was sprouting seeds. For a year, I was founder-ing, and my house was completely filled with vegan products and ingredients. It was when my husband said, "I wouldn't mind never tasting this again" after I tried to make my own seitan that I realized I was going about it the wrong way. I realized, "I'm thinking of this as chemistry, so no wonder I'm tense. This isn't the way Ann Hodgman cooks." When I decided to make only things I knew I wanted to eat, it got much easier. But I had acquired a certain amount of biochemical knowledge, which I needed.

Q: What's your thinking about meat substitutes?
A: Most of the fake meats I've tried have a grain quality that I find icky when you eat them straight up. I'd rather use a small amount of textured vegetable protein or wheat gluten to create the sensation you're biting into a hamburger. On their own, I don't think they work very well.

Legumes are satisfying, but I think you can't make a good legume burger without including wheat gluten. With hamburgers, what are you looking for? Substance, a crispy exterior and for it not to feel like a mashed-potato patty.

Q: I loved your idea to use vital wheat gluten to add texture to the vegan burgers. It works!

A: I don't think my vegan burgers taste exactly like burgers, but to me they seem as good as burgers.

Q: Any words of advice for aspiring vegans?

A: I can say uncompromisingly that the moral edge goes to those who don't eat meat. That said, food is very important to people emotionally, and it's important to recognize that. Giving up food that has meant so much to you your whole life is a very big project. So do it gradually.

People should become morally more rigorous in their thinking, but better about cutting themselves slack. Food means more to us than sustenance - it's comfort and family. You're asking a lot of yourself to make dietary changes. So honor yourself and do your best.

VEGAN BURGERS

18 servings

Serve on buns, with your favorite accompaniments.

MAKE AHEAD: The uncooked burger mixture can be refrigerated for up to 1 week. The formed, baked patties can be individually wrapped in plastic wrap and frozen for up to 1 year; reheat them in the microwave or pan-fry them.

Vital wheat gluten, by companies such as Bob's Red Mill and Arrowhead Mills, can be found in natural foods stores and some Whole Foods Markets, or online.

Adapted from "Vegan Food for the Rest of Us: Recipes



Even You Will Love," by Ann Hodgman (Rux Martin/Houghton Mifflin Harcourt, 2017).

Ingredients

7 tablespoons vegetable oil
2 large onions, chopped (4 cups)
2 pounds white or cremini mushrooms
4 cups cooked black (preferably) or brown rice (use vegetable broth homemade or store-bought, not water)
1/3 cup low-sodium soy sauce
1/4 cup tomato paste
1/4 cup ketchup
3 tablespoons white miso
1 1/2 tablespoons dried basil
2 teaspoons freshly ground black pepper
1 teaspoon dried thyme
1 teaspoon liquid smoke
3 to 3 1/2 cups vital wheat gluten (see headnote)

Steps

Heat a large skillet over medium heat, then add 4 tablespoons of the oil. Once the oil shimmers, add the onions and cook, stirring frequently, until softened and well browned, 15 to 20 minutes. Transfer the onions to a large mixing bowl. Wipe out the skillet but no need to wash it; you'll be using it again soon.

Rinse the mushrooms and use dish towels to dry them thoroughly. Trim and coarsely chop them, then transfer to a food processor. Puree, working in batches, and add them to the onions as you work.

Preheat the oven to 350 degrees.

Add the rice, soy sauce, tomato paste, ketchup, white miso, dried basil, pepper, thyme and liquid smoke to the mixing bowl, blending them in thoroughly with your clean hands. Sprinkle the wheat gluten evenly over the mix. Immediately and vigorously work in the gluten, again using your hands. (Gluten starts to set up almost instantly when it comes into contact with moisture, so work as fast — and as thoroughly — as you can.) The mixture will very quickly change texture and become stretchy. If the mixture seems too wet and not stretchy enough, sprinkle on a more wheat gluten, 1/4 cup at a time, and knead it in until the desired texture is achieved.

Use a heaping 1/2 cup of the mixture to form patties about 1/2 inch thick, arranging them on baking sheets as you work. Bake until they firm up slightly, about 20 minutes (see NOTE).

Set your skillet over medium-high heat, then add the remaining 3 tablespoons of oil. Once the oil shimmers, use a spatula to gently transfer three or four patties to the pan (working in batches, as needed) and cook until the undersides are dark brown and crispy, 4 to 5 minutes. Flip them carefully and repeat.

NOTE: In testing, we found that the burgers held better together when baked first, then pan-fried, but you can skip the pan-frying step for the burgers you want to make immediately, then bake the remainder before refrigerating or freezing for another time.

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